

**IN THE CLAIMS**

In accordance with the PTO's Revised Format, Applicants submit the following amendments in revised format. Therefore, please amend the claims as follows:

1-15. (Cancelled).

16. (Currently amended) A method comprising:

organizing concepts according to their meaning into a lexicon of predefined known relationships between the concepts, said lexicon defining elements of a semantic space; receiving a first input and, based on interpretation of potential meanings, associating that input [associated] associated with a first set of concepts from said lexicon, said first input representing a first location in the semantic space; assigning a probability factor for each concept in the first set of concepts for the input received;

receiving a second input associated with a second set of concepts from said lexicon, said second input representing a second location in the semantic space; and determining a semantic distance from the first location to the second location by combination of the semantic distance between each concept in the first set of concepts and each concept in the second set of concepts; and

presenting results of a search conducted on the second set of concepts for data associated with the second set of concepts close in meaning to the input based on the determined semantic distances and probability factors associated with the concept in the first set of concepts.

17. (Currently amended) A method comprising:

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creating a lexicon of predefined known relationships between the concepts that defines elements of a semantic space;

receiving an input and, based on interpretation of potential meanings, associating that input [associated] with a first set of concepts from said lexicon and representing a first location in said semantic space;

assigning a probability factor for each concept in the first set of concepts for the input received;

maintaining a target data set, wherein the target data is associated with a second set of concepts from said lexicon that presents a second location in the semantic space;

determining a semantic distance from the first location in the semantic space to the second location in the semantic space by combination of the relative closeness in meaning between each concept in the first set of concepts and each concept in the second set of concepts; and

presenting results of a search conducted on the target data set for target data close in meaning to the input based on the determined semantic distances and probability factors associated with the concept in the first set of concepts.

18. (Currently amended) A method according to claim 17 wherein the input is a data item and the associated set of concepts represents at least one of the meaning meanings of said data item and important concepts relevant to the data item.

19. (Previously presented) A method according to claim 18 wherein said data item is text.

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20. (Previously presented) A method according to claim 19 wherein said text is derived from the conversion of a printed text to electronic form.
21. (Previously presented) A method according to claim 19 wherein said text is derived from audio data.
22. (Previously presented) A method according to claim 19 wherein said text is derived from video data.
23. (Previously presented) A method according to claim 19 wherein said text is used to label an entity.
24. (Previously presented) A method according to claim 23 wherein said labeled entity is one from the group of an image, video, sound file or document.
25. A method according to claim 23 wherein said labeled entity is a person and where the labeling represents data about the person such as his interests or geographical location.
26. (Canceled)
27. (Previously presented) A method according to claim 19 wherein said text is a user query.
28. (Previously presented) A method according to claim 19 wherein said text is a domain name or a full URL.
29. (Previously presented) A method according to claim 19 wherein said text is a document.
30. (Previously presented) A method according to claim 19 wherein said text is web content.

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31. (Previously presented) A method according to claim 19 wherein said text is an electronic communication.

32. (Previously presented) A method according to claim 18 wherein said data item is one from the group of an image, video, sound file or document.

33. (Previously presented) A method according to claim 18 wherein said set of concepts is associated with a person.

34. (Previously presented) A method according to claim 18 wherein said data item is one from the group of an advertisement, a product or service or a category.

35. (Previously presented) A method according to claim 18 wherein said set of concepts associated with said data item is predetermined.

36. (Previously presented) A method according to claim 35 wherein said set of concepts associated with said data item is specified by a user.

37. (Canceled)

38. (Previously presented) A method according to claim 35 further comprising enabling a user to select at least one meaning from the set of possible meanings for said data item in order to provide the correct interpretation for establishing a set of concepts representing the meaning of the data item.

39. (Previously presented) A method according to claim 17 wherein the target data is a data item and the associated set of concepts represents at least one of the meaning of said data item and important concepts relevant to the data item.

40. (Previously presented) A method according to claim 39 wherein said data item is text.

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41. (Previously presented) A method according to claim 40 wherein said text is derived from the conversion of a printed text to electronic form.
42. (Previously presented) A method according to claim 40 wherein said text is derived from audio data.
43. (Previously presented) A method according to claim 40 wherein said text is derived from video data.
44. (Previously presented) A method according to claim 40 wherein said text is used to label an entity.
45. (Previously presented) A method according to claim 44 wherein said labeled entity is one from the group of an image, video, sound file or document.
46. (Previously presented) A method according to claim 44 wherein said labeled entity is a person and where the labeling represents data about the person such as his interests or geographical location.
47. (Previously presented) A method according to claim 44 wherein said labeled entity is one from the group of an advertisement, a product or service, or a category.
48. (Previously presented) A method according to claim 40 wherein said text is a user query.
49. (Previously presented) A method according to claim 40 wherein said text is a domain name or a full URL.
50. (Previously presented) A method according to claim 40 wherein said text is a document.

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51. (Previously presented) A method according to claim 40 wherein said text is web content.

52. (Previously presented) A method according to claim 40 wherein said text is an electronic communication.

53. (Previously presented) A method according to claim 39 wherein said data item is one from the group of an image, video, sound file or document.

54. (Previously presented) A method according to claim 39 wherein said set of concepts is associated with a person.

55. (Previously presented) A method according to claim 39 wherein said data item is one from the group of an advertisement, a product or service or a category.

56. (Previously presented) A method according to claim 39 wherein said set of concepts associated with said data item is predetermined.

57. (Previously presented) A method according to claim 56 wherein said set of concepts associated with said data item is specified by a user.

58. (Canceled)

59. (Previously presented) A method according to claim 56 further comprising enabling a user to select at least one meaning from the set of possible meanings for said data item in order to provide the correct interpretation for establishing a set of concepts representing the meaning of the data item.

60. (Previously presented) A method according to claim 17 wherein said second location is assigned a monetary value.

61. (Canceled)

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62. (Previously presented) A method according to claim 60 wherein the price of being included in a target data set is determined by the monetary value of a set of concepts it is associated with.

63. (Canceled)

64. (Previously presented) A method according to claim 60 wherein the monetary value of a set of concepts is based on the cost of its sub-space in the semantic space.

65. (Previously presented) A method according to claim 60 wherein the price of retrieving target data is dynamically calculated in response to an input query, the price of returning the target data in the result increasing with the relevance of its associated set of concepts to the query.

66. (Canceled)

67. (Currently amended) A method of generating a search result in response to a search request comprising:

organizing concepts according to their meaning into a lexicon of predefined known relationships between the concepts, said lexicon defining elements of a semantic space;

receiving the search request and associating said search request with a first set of concepts from said lexicon;

relating the search request to a larger set of search terms, wherein terms in the larger set of search terms are close in meaning to the search request based on semantic relationships defined by the lexicon; and

searching a target data set for elements close in meaning to generating a match with the larger set of search terms based on the determined semantic distances.